



Cardiff
Students'
Union

Undeb
Myfyrwyr
Caerdydd

Freshers' Media Pack

2026



Introduction

Freshers' Week

Cardiff Students' Union is at the heart of Cardiff and connects your brand with over 33,000 + students through a wide range of on-site and digital channels. Four years running, students have voted us 2nd best in the UK at the WhatUni Student Choice Awards, which is a testament to our influence, reach, and the trust students place in us.

Freshers' Week is a key opportunity to make a strong first impression with students, build awareness, and create long-term connections. With our knowledge of the student market, we offer advertising opportunities that deliver maximum exposure for your brand.

Our experienced team combines deep insight into the student market with high-impact advertising opportunities, ensuring every campaign delivers maximum visibility, engagement, and long-term brand awareness.

Your Sales Team.

Cardiff Students' Union

Cardiff Students' Union | Park Place | Cardiff | CF10 3QN

w: cardiffstudents.com t: 029 2078 1487 e: susales@cardiff.ac.uk @cardiffstudents



**Fancy being
a headline
sponsor?**

See Page 12 & 13

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Freshers Media Pack 2026

Fairs

🌟 28th September - 2nd October 2026

Our Freshers' fairs offer a unique opportunity to engage directly with students as they start university. You can connect with both new and returning students, reintroduce your brand, and showcase products or services through giveaways, vouchers, leaflets, or data capture. It's the perfect way to make a lasting impression at the start of the academic year.

2025 saw record-breaking attendance at CSU across our five Freshers' Fair days, with nearly 22,000 visits by over 12,000 unique students - that's one third of Cardiff's student population, and a 27% increase in engagement compared with 2024.

- 🌟 **5 fairs across 5 days**
- 🌟 **22k visitors over 5 days**
- 🌟 **Largest fair in Wales**
- 🌟 **One way system**
- 🌟 **Exclusive outdoor spaces**
- 🌟 **Commercial only fair**



Indoor Spaces

Premium stall (5m x 4m)



Key features

- Dedicated queuing space outside your stall
- **Priority access** to the service tunnel for easy load-in and load-out
- Access to power
- Access to multiple trestle tables
- **From £1,250 + vat**

Standard stall (3m x 2m)



Key features

- Queues must be managed within your allocated space
- Optional power access (first-come, first-served)
- One trestle table provided
- **From £950 + vat**

Outdoor Space

Cardiff Students' Union Senghennyd Road



Key features

- Access to 32/16amp power
- A steward to manage queues
- Located directly outside Cardiff Students' Union

Halls of Residence Talybont Court



Key features - Brand new 2026!

- Power available on request
- A steward to manage queues
- Central halls accommodating approx 3,000 students

Cardiff Students' Union Terrace



Key features

- Power available on request
- Located in the heart of Cardiff Students' Union
- Main entrance with link to Centre for Student Life

Stall prices - Freshers' Week 2026

Monday 28th September – Friday 2nd October 2026

Estimated footfall: 5,000 daily

Date	Fair	Premium (5m x 4m)	Standard (3m x 2m)	Charity	Outdoor
Monday 28th September	Freebies & Sports Fair	£2,500	£1,750	-	From £1,200
Tuesday 29th September	Freebies & Sports Fair	£1,900	£1,600	£800	From £1,200
Wednesday 30th September	Freebies & Societies and Volunteering Fair	£1,250	£950	£400	From £1,200
Thursday 1st October	Freebies & Societies and Volunteering Fair	£1,250	£950	£400	From £1,200
Friday 2nd October	Friday Freebies Fair (Commercial Only)	£1,250*	-	-	From £1,200

All prices subject to VAT at current rate.

* Industry surcharges apply. Our sales team will advise accordingly.

Friday Freebies Fair - Friday 2nd October

Following strong feedback from students and partners, we introduced this **commercial-focused Freshers' Fair** to give lifestyle, entertainment and experience-led brands a dedicated platform to connect with Cardiff students.

From **entertainment and social experiences to leisure activities and student offers**, this event is designed for brands that want to create engaging activations and build lasting connections with students at the start of their university journey.

Why exhibit?

🌟 Perfect for experience-led brands

Ideal for venues and experiences such as bowling, cinemas, entertainment venues, leisure activities, and social spaces.

🌟 Create interactive brand moments

A dedicated commercial space designed for engaging activations, giveaways and interactive experiences.

🌟 Room for bigger, better activations

A spacious layout designed for interactive stalls, experiences and deeper engagement with students.

🌟 Open to nightlife & drinks brands

Designed specifically for sectors that don't fit into traditional fairs.

Stall Type	Size	Price +VAT	Features
Premium	5m x 4m	£1, 250*	Prime location, power supply, service tunnel access, dedicated queuing space for activations

* Industry surcharges apply. Our sales team will advise accordingly.



BB

Rated 4.8/5 overall by stallholders - and 100% said they'd book again.



BB

Our stallholders describe it as 'very organised' and 'a great experience'.



BB

Join top national brands who loved engaging with thousands of students at our Freshers' Fairs.



Vibrant, well-organised, and packed with student energy - a must for any brand targeting the student market.

Digital Screens

Our digital screens are a core part of our advertising offering, positioned in high-footfall areas throughout the Students' Union building. They provide strong visibility for brands and are one of the most visually engaging and cost-effective platforms for reaching students on campus.

We have up to 8 portrait digital screens located across key areas of the building. Each screen runs on a 60-second playlist, with your advert appearing for a minimum of 10 seconds every minute, ensuring regular exposure throughout the day.

Pricing

September 2026 – October 2026: £150 (Per screen / per week)

November 2026 – July 2027: £100 (Per screen / per week)

Freshers' Packages

Package	Screens & Duration	Package Value	Bundle Price
Freshers' Starter	3 screens, 1 week	£450	–
Freshers' Spotlight	3 screens, 2 weeks	£900	£800 (saving £100)
Freshers' All Access	8 screens, 2 weeks	£2,400	£2,000 (saving £400)

Digital Advertising

Web Banner

[Our website](#) receives an average of over 568,000 views per month between August and September, when new students are actively researching and planning for university. Your banner will appear at the bottom of every page, ensuring high visibility.

1 month / August 2026: £1,000

1 month / September 2026: £1,200

2 months / August 2026 + September 2026: £2,000 (saving £200)

Email Marketing

[Pre arrival Freshers' E-newsletter:](#) £650

[Solus email:](#) £800

Instagram Story

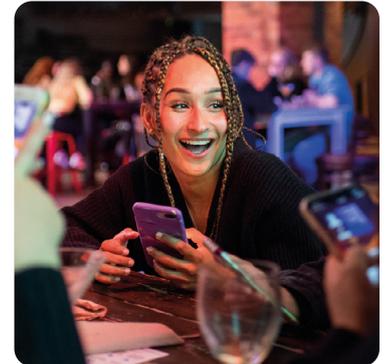
[@cardiffstudents](#) 34k followers

• 1 story: £400

All prices subject to VAT at current rate.

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Media Stats

568,300

website views
per month

34,200

students that receive
our weekly 'What's On'
newsletter

13,000

students on our
SOLUS email
database

36k Facebook followers

34k Instagram followers

9k TikTok followers

Freshers' Headline Sponsor

The Students' Union Freshers' Team is made up of approximately 200 student volunteers each acting as a Students' Union ambassador throughout the Freshers' period.

The team will be responsible for having conversations with new and current students, introducing them to the University experience.

In return you will receive:

- › **Variety of digital and print advertising.**
- › **A standard size stand in Freshers' Fair.**
- › **Logo feature on a micro-site hosted on cardiffstudents.com, with 10 pages of brand-able content**
- › **Bright brandable t-shirt, lanyard and printed brandable FAQ quick guides.**
- › **Get in touch for more opportunities to showcase your business.**

**Headline
Sponsor**

**£3000.00
+ VAT**

YOLO Sponsorship



Join the exclusive student nightclub scene in Cardiff! YOLO happens every Wednesday throughout term time, and we are offering you the opportunity to sponsor one of our YOLO events. Don't miss out on the opportunity to be a headline sponsor of the UK's largest attended weekly student club night!

☆ **114k students attended last year!**
4k weekly attendance

☆ **Themed clubnights e.g Snolo, Yoloween**

☆ **Guest Headline DJ's**

☆ **Number 1 VK consumer in the world**



Key elements we can include in a package

- > Bars screens
- > Photo booth logo on print outs
- > Logo on ticketed events
- > Logo on all Yolo event website pages
- > Web banner on Yolo Freshers Event
- > 1 pop-up stall at one event per term to promote at the venue
- > Watermark logo on Yolo club night photos

Media matrix

Media	Artwork Specs
Instagram Story	<ul style="list-style-type: none"> • 1920 (h) x 1080 (w) • JPEG or GIF • Instagram Handle • Url Link
Screens	<ul style="list-style-type: none"> • 1080 (w) x 1920 (h) • JPEG or MP3 (Max 10 sec video)
E-newsletter	<ul style="list-style-type: none"> • 600 (w) x 150 (h) • JPEG • Link to site or landing page
Web banner	<ul style="list-style-type: none"> • 1400 (w) x 400 (h) • JPEG/PNG • Link to site or landing page
Solus Email	<ul style="list-style-type: none"> • HTML File • Email subject line & preview text



cardiffstudents



The heart of Cardiff student life
Calon bywyd myfyrwyr Caerdydd